

1. **PURPOSE.** To enable life enhancing experiences between people and the power of nature.
2. **MISSION.** We make professional grade gear to help people stay and feel alive.
3. **HERITAGE.** In 1877 Helly Juell Hansen, a Norwegian fisherman, invented the raincoat in Moss Norway.
4. **SUSTAINABILITY.** We have been PFAS compliant since 2022 and we strive to use recycled content, Ocean Bound fibers, solution dyed materials and bluesign® products.
5. **MAP.** We strictly enforce our MAP policy to create a level playing field for retailers and help protect sales margins.
6. **DIGITAL ASSETS.** We provide exceptional resources to drive sell-through and support sales and marketing efforts.
7. **DISTRIBUTION.** Our global distribution strategy focuses on specialty dealers and resorts world-wide.
8. **INNOVATION.** We have 147 years of innovation including creating the first supple waterproof fabric, the first pile fleece and the first synthetic baselayer.
9. **PROFESSIONAL.** We outfit more outdoor professionals than any other apparel brand globally.
10. **SKI FREE.** The purchase of a HH Ski jacket or pants entitles you to a free lift ticket at one of our participating resort partners.

